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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/085,538	02/26/2002	Koji Kunii	450100-03802	2783

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FROMMER LAWRENCE & HAUG  
745 FIFTH AVENUE- 10TH FL.  
NEW YORK, NY 10151

EXAMINER
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SHEPARD, JUSTIN E

ART UNIT	PAPER NUMBER
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2424

MAIL DATE	DELIVERY MODE
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07/20/2009

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/085,538	<b>Applicant(s)</b> KUNII ET AL.	
	<b>Examiner</b> Justin E. Shepard	<b>Art Unit</b> 2424	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 13 May 2009.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-7 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-7 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

***Response to Arguments***

Page 8, 112 section:

The examiner agrees that the amendment overcomes the 112 rejection and the rejections of claims 1, 5, 6, and 7 are withdrawn.

Page 9, 101 section:

The examiner agrees that the amendment overcomes the 101 rejection and the rejection of claim 7 is withdrawn.

Applicant's arguments with respect to the claims have been considered but are moot in view of the new ground(s) of rejection.

***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 1-7 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bowser in view of Young in view of Oral in view of Knudson.

Referring to claim 1, Bowser discloses a portable information terminal apparatus comprising:

Art Unit: 2424

acquiring means for acquiring a plurality of pieces of program information  
(column 4, line 60);

first display controlling means for controlling display on a display screen of said  
program information acquired by said acquiring means (column 4, lines 60-63);

wherein the program information comprises information targeted at a specific  
type of portable information terminal apparatus the user is operating (column 6, lines  
46-54);

second display controlling means for controlling display on said display screen of  
said other program information after retrieval by said retrieving means (column 5, lines  
2-6).

Bowser does not disclose an apparatus with extracting means for extracting a  
start time and an end time of said program information; and

retrieving means which, based on the start time and the end time extracted by  
said extracting means, retrieves other program information about programs to be  
broadcast in a time slot between the start time and the end time; and

wherein said acquiring means acquires said program information by transmitting  
through a network, a request including a unique user ID to a provider and acquires said  
program information applicable to the user ID through said network; and

wherein the other program information comprises advertisement information  
targeted at a user.

In an analogous art, Young teaches an apparatus with extracting means for  
extracting a start time and an end time of said program information; and

Art Unit: 2424

retrieving means which, based on the start time and the end time extracted by said extracting means, retrieves other program information about programs to be broadcast in a time slot between the start time and the end time (column 24, lines 28-38).

At the time of the invention it would have been obvious for one of ordinary skill in the art to add the time segment selection taught by Young in the apparatus disclosed by Bowser. The motivation would have been to provide a small amount of data to the PDA as it has a limit of how much information it can display at one time (Bowser: column 7, lines 18-20).

Bowser and Young do not disclose an apparatus wherein said acquiring means acquires said program information by transmitting through a network, a request including a unique user ID to a provider and acquires said program information applicable to the user ID through said network; and

wherein the other program information comprises advertisement information targeted at a user.

In an analogous art, Oral teaches an apparatus wherein said acquiring means acquires said program information by transmitting through a network, a request including a unique user ID to a provider and acquires said program information applicable to the user ID through said network (column 3, lines 48-50, 52-53, and 59-61).

At the time of the invention it would have been obvious for one of ordinary skill in the art to add the user specific EPG requesting taught by Oral to the apparatus taught

Art Unit: 2424

by Bowser and Young. The motivation would have been to allow different users to create their own favorite program lists.

Bowser, Young and Oral do not disclose an apparatus wherein the other program information comprises advertisement information targeted at a user.

In an analogous art, Knudson teaches an apparatus wherein the other program information comprises advertisement information targeted at a user (figure 16; figure 24; column 18, line 61 to column 19, line 28).

At the time of the invention, it would have been obvious for one of ordinary skill in the art to add the imbedded advertisement taught by Knudson to the system disclosed by Bowser, Young and Oral. The motivation would have been to allow for the EPG information to generate revenue for the distributor, by allowing companies to sponsor the data.

Claims 5, 6, and 7 are rejected on the same grounds as claim 1.

Referring to claim 2, Bowser does not disclose a portable information terminal apparatus according to claim 1, wherein said time is a broadcast start time.

In an analogous art, Young teaches a portable information terminal apparatus according to claim 1, wherein said time is a broadcast start time (column 24, lines 28-38).

At the time of the invention it would have been obvious for one of ordinary skill in the art to add the time segment extraction taught by Young in the apparatus disclosed by Bowser. The motivation would have been to provide a small amount of data to the

Art Unit: 2424

PDA as it has a limit of how much information it can display at one time (Bowser: column 7, lines 18-20).

Referring to claim 3, Bowser discloses a portable information terminal apparatus according to claim 1, further comprising third display controlling means which, if any program name is selected by a user performing an operation from among said other program information displayed on said display screen under control of said second display controlling means, then controls display on said display screen of detailed program information about the selected program information (column 7, lines 31-39; Note: the favorite channel creating system is being interpreted as the third display controller).

Referring to claim 4, Bowser discloses a portable information terminal apparatus according to claim wherein, said other program information cannot be displayed entirely at one time on said display screen, then said second display controlling means calls up an un-displayed part of said other program information for display based on an operation performed by a user (column 7, lines 18-20 and 31-32).

### ***Conclusion***

**THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Justin E. Shepard whose telephone number is (571) 272-5967. The examiner can normally be reached on 7:30-5 M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.



Art Unit: 2424

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Christopher Kelley/  
Supervisory Patent Examiner, Art  
Unit 2424

JS